

## DEFENSE.GOV WEEKLY REPORT

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Sep 11-17, 2016

### Metrics Overview

- This week Defense.gov had 4% more visits, 1% fewer unique pageviews, 7% more total pageviews, and 3% more pageviews per visit.
- AF.mil had 11% fewer visits, 2% more unique pageviews, 11% more total pageviews, and 24% more pageviews per visit.
- Navy.mil had 7% more visits, 8% more unique pageviews, 1% more total pageviews, and 5% fewer pageviews per visit.
- Marines.mil had 3% more visits, 3% fewer unique pageviews, 5% more total pageviews, and 2% more pageviews per visit.
- USACE.army.mil had 4% more visits, 3% fewer unique pageviews, 9% more total pageviews, and 5% more pageviews per visit.
- JCS.mil had 4% more visits, 2% fewer unique pageviews, no change in total pageviews, and 4% fewer pageviews per visit.

Direct traffic to defense.gov was up 2% while referrals were down 5% and organic search was up 9%.

### FLAGSHIP SITES – SOCIAL MEDIA OVERVIEW

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Social Media Overview	17-Sep	10-Sep	
Defense.gov	Visits	Visits	% (+/-)
facebook	7.49%	11.49%	-35%
twitter	0.30%	0.30%	1%
AF.mil	Visits	Visits	% (+/-)
facebook	5.31%	18.87%	-72%
twitter	0.32%	0.39%	-19%
Navy.mil	Visits	Visits	% (+/-)
facebook	10.60%	8.06%	32%
twitter	0.40%	0.56%	-29%
Marines.mil	Visits	Visits	% (+/-)
facebook	6.32%	5.88%	7%
twitter	0.05%	0.19%	-74%